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LIBRARY MATERIAL

What every  
businessman  
wants to know

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*The way  
to Profits*

**BUSINESS  
MANAGEMENT  
PROGRAM**

# How to succeed and grow

Every day you make decisions that will increase or decrease your profits. The better your decisions the greater the likelihood that your business will succeed and grow. These decisions should be based upon the principles of good business management.

You can get those principles from short courses especially prepared for businessmen who do not have training in business management. The courses are available in your community.

The following courses prepared by recognized authorities in business management are now available in your community under the Business Management Program.

# MANAGEMENT ACCOUNTING



Shows how a businessman can use information contained in his own books of account to operate more profitably.

- Information you need to operate your business profitably.
- How to get information from an Income Statement and Balance Sheet.
- How to discover why a firm is short of cash, and ways to remedy the situation.
- How to pinpoint unprofitable areas of the business and take early action.
- How to make future operations more profitable.

# RETAIL MANAGEMENT



To assist independent retailers improve their methods of increasing profitable sales.

- How to aim your business at your most profitable sales.
- Buying and merchandise selection.
- Stock control.
- Pricing.
- Advertising and promotion.
- Improving personal selling.
- Cost control.
- Location and expansion.
- How to use an aggressive merchandising program.



## EXPORTING



To assist the manufacturer in finding foreign sales opportunities and markets.

- Finding opportunities in the export market.
- Organizing for export.
- Special documents and trade terms.
- Financing exports.
- Pricing exports.
- Special requirements for packaging, marking, and insurance.

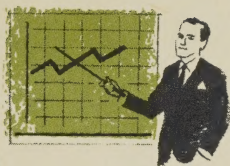
## MARKETING FOR SERVICE BUSINESSES



Designed to assist service businesses increase profitable sales.

- How to aim your business at your most profitable sales.
- Taking advantage of new opportunities.
- Planning new services to be offered and adjusting present services in response to competition or declining demand.
- Where to locate.
- Pricing, including adjusting prices in response to competition.
- Management of sales staff.
- Advertising and promotion.

# MARKETING FOR MANUFACTURERS



Deals with certain proven approaches and techniques which can be put into effect to sell and promote more effectively in competitive situations.

- Assessing customer needs.
- Adding new products or dropping old ones.
- Choosing channels of distribution.
- Pricing.
- How to manage and pay salesmen.
- Advertising and promotion.



## PERSONNEL

How to get and keep the right kind of employees and make the most profitable use of personnel.

- Assessing actual staff needs.
- Attracting and hiring the right employee.
- Setting pay rates.
- Training employees.
- Appraising employee effectiveness.
- Getting employees to accept responsibility.
- Union-management relationships.

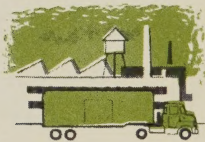
# FINANCE AND TAXATION



To help businessmen make decisions that will improve their current financial positions as well as take advantage of profitable opportunities for investment in the future.

- Determining your working capital needs.
- Determining your long term capital requirements.
- Should you lease or buy?
- Using life insurance in your financing.
- Planning your investments.
- Planning for income tax savings.
- Estate planning.

# PURCHASING FOR MANUFACTURERS



How to save costs and improve profits in the purchasing of raw materials, components, and supplies.

- Methods for determining what quantity, quality, and price line are required for individual purchases.
- Selecting commercial products to fit the above specifications.
- Factors to consider in selecting and dealing with suppliers.
- Methods for cutting purchasing costs.

# BOOK KEEPING



The fundamentals of bookkeeping, and how to appraise your present accounting system and make needed improvements.

- Reasons for keeping a set of books of account.
- The mechanics of bookkeeping.
- Bookkeeping for very small businesses.
- The problems of recording and controlling payrolls and payroll deductions.
- A simple yet effective system of cash control to keep losses and errors to a minimum.
- How to record and control the purchase, receipt, storage, and payment of goods.
- How to determine whether a firm is operating at a profit or loss.

# BUSINESS LAW



To help businessmen deal more effectively with the legal aspects of business operations.

- Drawing up and carrying out a contract.
- Insurance contracts.
- Contracts for sale of goods.
- Employer-employee relations.
- Partnership law.
- Corporation law.
- Leases.



# **THE BUSINESS MANAGEMENT PROGRAM**

is a joint federal-provincial undertaking designed to make available courses on a number of management subjects to businessmen.

The program has been developed by the Management Development Division, Department of Manpower and Immigration, Ottawa.

**DEPARTMENT OF  
MANPOWER AND IMMIGRATION**

Roger Duhamel, F.R.S.C.  
Queen's Printer and Controller of Stationery  
Ottawa, 1966